



OCTOBER 2010 TRADE AND CULTURAL MISSION  
INDONESIA AND MALAYSIA, VIA SHANGHAI, CHINA  
OCTOBER 11-25, 2010



*Including VIP Visits to the Shanghai World's Fair and Indonesia Business and Trade Exposition*

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### **Mission Summary:**

This 12-day mission is organized by the World Trade Center Tacoma and the Washington Secretary of State's Office. The mission leader is Secretary of State Sam Reed. Previous missions co-hosted by him included China, Thailand, Vietnam, Taiwan and India. This mission is especially suitable for small and medium sized enterprises with little or no previous knowledge of Malaysia or Indonesia. The group size will be about 25 participants. Starting point of the mission will be the Shanghai World's Fair. Centerport for the trip to Indonesia will be the 25th Trade Expo 2010 in Jakarta where the delegation will be special guests of the Expo.

The program in all three countries will include commercial briefings, field trips, factory visits and receptions at government agencies with several opportunities to interact with local officials, business and community leaders

Depending on your specific interests, one-on-one meetings with potential clients and interested parties will be arranged, as well as meetings with the local and federal governments, including the Ministries of Commerce, Information Technology, and Agriculture, etc.

Other objectives of the mission include:

- Increasing cross-cultural awareness and understanding of Indonesian-Malaysian history, culture, current events and issues;
- Enabling business, education and governmental delegates to meet specific objectives, ranging from exposure to market opportunities to making individual contacts;
- Strengthening economic, academic and cultural ties between our two regions;
- Introducing business and governmental leaders in Indonesia and Malaysia to business and cultural opportunities in Washington state and the Pacific Northwest.

Culturally, Indonesia and Malaysia possess a rich history of music, art and dance. From ancient times to the present, their culture has gone through many transitions and today is as varied as the nation itself. A major part of how they identify themselves is through their cultural expression. Through religious ritual or serving food, a measure of creativity and aesthetics is omnipresent. Enjoying exotic foods, experiencing native dance and music and visiting historic and cultural sites will be intertwined in the overall mission experience.

### **Trade with Indonesia and Malaysia:**

Since the year 2000, non-aerospace exports from Washington State to Malaysia and Indonesia have quadrupled to over \$300 million in 2009. Washington's main non-aerospace export products to Malaysia and Indonesia over the past five years have been electronic integrated circuits and semiconductors, soybean, potatoes, apples, cereals and machinery parts. U.S. total exports (including aerospace) to both countries in 2009 were \$1.6 billion, a dramatic increase from \$300 million in 2000.

Washington State imported \$1.4 billion worth of merchandise from both countries in 2009, which is 25 times more than in 2000. The U.S. imported as much as \$575 million from Malaysia alone, or 8 times more than in 2000. Most of the products we import from Indonesia are consumer or electronics goods such as processors, printers, furniture, and clothing.

As one of the fastest growing economies in Asia, Indonesia is looking for assistance with the refurbishment of port facilities, upgrading transportation infrastructure and modernizing telecommunications. It is also becoming one of the fastest growing consumer markets for Washington agricultural products.

### **Why Attend This Mission:**

Our unique position on the Pacific Rim and the potential for establishing business relations with Malaysia and Indonesia provide us with the greatest opportunity to understand Malaysia and Indonesia's trade and business potential through one on one interaction with business and government officials. Our mission is a cost effective way to acquire an impression of the commercial potential of Malaysia and Indonesia. Participants will gain a firsthand understanding of both country's needs and competitive advantages, as well as have the chance to meet potential customers, suppliers. The Mission starts in Shanghai, perhaps the most dynamic marketplace in the world today and will include visiting the World's Fair which will close at the end of October.

### **Mission Timetable**

The mission is scheduled to depart from Sea-Tac Airport on Tuesday, October 11, and will arrive in Shanghai the evening of October 12. After spending two days in Shanghai at the World's Fair, we will proceed to Indonesia's commercial center, Jakarta in time for the World Trade and Business Expo, and then have a three day stop in the technological center of Indonesia, Surabaya then to Kuala Lumpur, Malaysia for four days of meetings and trade visits. The delegation will depart for the United States on Monday, October 24, 2010 arriving at SeaTac on October 25th.

Oct. 11: Depart Seattle, WA

Oct. 12-14: Shanghai, China (Visit 2010 World's Fair and other attractions)

Oct. 15-17: Jakarta, Indonesia (Indonesia's commercial center; visit the 25<sup>th</sup> World Trade and Business Expo)

Oct. 18 & 19: Surabaya, Indonesia (Indonesia's technological and trade center)

Oct. 20-24: Kuala Lumpur, Malaysia (meetings and trade visits)

Oct. 24: Depart Kuala Lumpur, Malaysia

Oct. 25: Arrive Seattle, WA

### **Mission Price**

**\$4,750** (\$4,600 for World Trade Center Tacoma members) includes the following:

- Roundtrip coach airfare on Korean Air
- 13 nights of premier hotel accommodation
- Local transportation
- Daily breakfast, lunch, dinner (except meals on your own)
- China, Malaysia and Indonesia visa processing (regular)
- Admission tickets and airport departure taxes

*Participants must cover travel insurance; vaccines; personal flight upgrades or changes; individual purchases while abroad.*

**DEADLINE TO REGISTER: Friday August 20<sup>th</sup>, 2010.** *To register or request additional information regarding the Trade & Cultural Mission to Indonesia and Malaysia, please email Annie Zhou Molina at the World Trade Center Tacoma ([azhou@wtcta.org](mailto:azhou@wtcta.org)) or Patrick McDonald, Assistant to the Secretary of State ([patrick.mcdonald@sos.wa.gov](mailto:patrick.mcdonald@sos.wa.gov)). Applications received after the deadline will be considered only if space and scheduling constraints permit.*

Don't miss this incredible opportunity to establish business connections and become part of the rapidly growing import and export markets in this region!